



Regional Report



Sacramento Area Council of Governments

ISSUE 9, NO 3 JUNE / JULY 2009

Local Markets Provide Fresh Offerings

With the region's bountiful spring and summer crops maturing, the region's seasonal farmers' markets and farm stands are opening up. California-Grown Certified Farmers' Markets are located throughout the state. These markets feature a variety of fruits, vegetables, flowers, seedlings and baked goods. Many markets also feature poultry, meat, eggs and dairy products. A searchable list of certified farmers' markets can be found at:

www.cafarmersmarkets.com.

New this year in the city of Sacramento, Alchemist Community Development Corporation has opened a second urban farm stand. The urban farm stands are bringing fresh locally grown foods to low-income communities in Alkali Flat and Oak Park. Both locations also accept Electronic Benefit Transfer (EBT) formerly known as food stamps. To learn more about the urban farm stand program, or to support the program, visit: www.urbanfarmstand.org.

Not able to make it to a farmers' market? Consider Community-Supported Agriculture (CSA). Through a CSA subscription you can get locally grown produce at a convenient pick-up location or delivered to your home. Many small farms in

Local Markets ...

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Bike Month Participants Surpass Million Mile Goal

PEOPLE IN THE SACRAMENTO REGION ARE TAKING BICYCLING SERIOUSLY. For the second consecutive year, the Sacramento region has logged over one million miles by bicycle in May. During the month-long campaign, 7,229 individuals signed up at mayisbikemonth.com and logged 1,288,317 miles. Commute, recreation, errand and work trips have all contributed to the million miles. The Sacramento region's campaign to encourage bicycling has been challenging residents to ride one million bicycle miles in May since 2005.

Encouraging bicycling throughout the region is the goal of the May is Bike Month campaign. As participation in the campaign rises, pairing the encouragement with education is increasingly important. This year instructors trained by the American League of Cyclists held over 50 bicycling safety clinics with over 850 participants.

In addition to safety clinics, there were over 50 events and rides that attracted thou-

Bike Month ...

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Rural-Urban Connections Strategy Update

THE RURAL-URBAN CONNECTIONS STRATEGY (RUCS) HAS BEEN MOVING FORWARD in its second year of work. With input received at five workshops, staff has developed three working papers in the topic areas of land use, transportation and local markets. The draft papers are available for review and comments at www.sacog.org/rucs/wiki. Staff is currently collecting more input in all three topic areas through electronic surveys.

Local Markets

The Local Markets working group is collecting input on local market innovations. Staff has created an electronic version of the survey used at the Local Markets workshop held in the spring. The survey looks at 47 innovations in agriculture and asks stakeholders to prioritize using a total of 10

votes across all innovations. The RUCS surveys are available online at www.sacog.org/rucs/working-group-documents.cfm.

The next local markets workshop will be scheduled for early August.

Land Use

The Land Use working group is moving into the phase of study on open space conservation. The working group and SACOG staff

RUCS Update ...

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BOARD MEMBERS

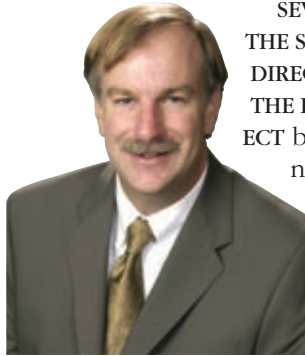
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Sutter County
Yolo County
Yuba County
City of Auburn
City of Citrus Heights
City of Colfax
City of Davis
City of Elk Grove
City of Folsom
City of Galt
City of Isleton
City of Lincoln
City of Live Oak
Town of Loomis
City of Marysville
City of Placerville
City of Rancho Cordova
City of Rocklin
City of Roseville
City of Sacramento
City of West Sacramento
City of Wheatland
City of Winters
City of Woodland
City of Yuba City

MESSAGE FROM THE EXECUTIVE DIRECTOR

Effective Changes Start at the Bottom



Mike McKeever

SEVEN YEARS AGO THE SACOG BOARD OF DIRECTORS LAUNCHED THE BLUEPRINT PROJECT because they were not convinced we were building the best future possible for our region's residents. State-of-the-art technical analysis tools and outreach

techniques resulted in the board's unanimous adoption of a 50-year growth strategy, setting the region on a significantly different and better path.

The Blueprint happened because local citizens, stakeholders and elected officials wanted it to happen. Regional leaders working through civic and business organizations encouraged SACOG to initiate the regional visioning effort, actively participated in the planning process and, most importantly, have diligently supported its successful implementation. And others took notice, around the state, the country and now the world.

Last year, Governor Schwarzenegger signed SB 375, a groundbreaking land use, housing, transportation and climate change planning bill. The key component of the bill, for SACOG, was significant reform of the California Environmental Quality Act to make it easier to construct housing projects consistent with the Blueprint's principles of compact, mixed-use, walk-, bike- and transit-friendly development. The success with Blueprint we had demonstrated in the SACOG region was a lynch pin for creating this regulatory reform, and for ensuring that the law was based on rewards for achievement rather than penalties.

The passage of SB 375 has led to similar bills being considered in several other states. The federal climate change bill pending in Congress contains provisions that would require regions to conduct scenario planning similar to the Blueprint, set goals for reducing greenhouse gas emissions from the transportation sector (similar to SB 375) and—most importantly for this region—award some transportation dollars competitively, based on how well the regional transportation plans reduce greenhouse gas emissions. Because this re-

gion's adopted transportation plan is a strong performer in this area, and we expect our next plan to perform even better, we think this provision will provide appropriate rewards for the good work everyone in this region has done over the last several years. It is not happenstance that the lead member of Congress assigned to draft the regional transportation portions of the bill is none other than one of our local representatives, Doris Matsui.

SACOG is also being tapped by national leaders outside our region. On July 7, West Sacramento Mayor Christopher Cabaldon testified on behalf of SACOG before a U.S. Senate subcommittee chaired by New Jersey Senator Robert Menendez on the role of transit in reducing greenhouse gas emission.

In May, I was invited to speak at two conferences in Europe. Both were on the topic of regional planning and climate change, one in Croatia and the other in France. Many factors in Europe (e.g., older city cores built before the age of the automobile, great transit systems, expensive gas) result in far lower energy use and greenhouse gas emissions per capita than in our country. However, nearly all regions in Europe over the last half century have experienced the same sprawling growth patterns we have, and are now scrambling to do something about it. It is hard to describe in a few words the level of amazement from the European regions that was generated when I described the aggressive outreach we have productively utilized. The pictures of hundreds and thousands of individuals huddled over maps, with real-time computer feedback, was clearly something they had never seen. And they were hungry for it. Many of the other presenters talked about the need for their governmental agencies to better connect with the citizenry on these important planning issues.

And it all started with those workshops, in neighborhoods throughout our great region, with democracy at work. It is wonderful that state and possibly federal legislation is now helping this homegrown plan to succeed, but we must never lose sight of the fact that effective change always starts closest to the ground.

MIKE MCKEEVER

Bike Month...

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sands of cyclists. Events such as a cycling symposium in Placerville, bicycle movies at the Varsity Theatre in Davis, destination rides across the region and, of course, the Capitol BikeFest were a big success.

Much of the Sacramento region is relatively flat and the dry weather makes this a great area for bicycling for much of the year. To help keep the bicycling momentum from May going, SACOG will continue to post events to the events page on Mayisbikemonth.com. If you know of any upcoming events or rides use the "tell us about an event" form on the events page and we will post the event.



Top left: May is Bike Month featured a fair at the State Capitol building with information on a variety of bicycling topics. Top right: One cyclist arrives at the fair wearing the "I Ride" t-shirt. Bottom: students from 85 area schools participated in May is Bike Month this year. Student activities included bicycle safety classes.

RUCS Update...

Continued from page 1

will be looking at the opportunities and challenges facing open space conservation in the Sacramento region. Staff has been researching a number of programs that support or incentivize open space conservation and stewardship and build an understanding of how these programs have been used toward agriculture and open space conservation. As part of the research, staff created an electronic survey for stakeholders to offer input. The information gathered will be used to update the Land Use working paper.

Transportation

The Transportation working group continues to solicit input from regional stakeholders on rural transportation issues. In June, SACOG made county safety summaries available based upon the latest analysis of the state collisions

database. SACOG is reaching out to local government staffs by offering technical assistance, so that they may use the safety data for a variety of analyses and to strengthen future grant applications. The Transportation working group is also seeking input on the rural and urban connections that impact our regional goods movement routes. These discussions will be informed by an analysis of truck trip production by crop types. Topics in safety, rural roads funding, goods movement, and agricultural worker transportation will be addressed in a Transportation working paper this fall.

If you would like to receive updates on any of these topic areas, contact Monica Hernández at mbernandez@sacog.org or (916) 340-6237.

Local Markets...

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the SACOG region have started CSA subscriptions that include in-season fruits and vegetables. The CSA box typically includes a variety of fruits and vegetables and recipe suggestions. For more information visit: www.localharvest.org.

Another type of CSA was recently formed in Placer and Nevada counties with the support of the UC Cooperative Extension. The Sierra Foothills Meat Buyers Club, kicked off in early 2009. This CSA features locally grown and produced meat, poultry and eggs. The Meat Buyers Club is expanding rapidly and looking for new site coordinators. Site coordinators find a location in their area to use as a monthly distribution site for the CSA deliveries and help secure subscribers. In exchange for their efforts, site coordinators will receive a 10 percent discount on their individual orders. For more information or to join the Sierra Foothills Meat Buyers Club visit: www.ceplacer.ucdavis.edu/Meat_Buyers_Club/



Regional Report



JUNE / JULY 2009

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To comment on items in
the *Regional Report*, email
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STAFF NEWS

Wilcox Elected to GFOA Board

SACOG Director of Finance Karen Wilcox was recently elected for a three year term to the Executive Board of the Government Finance Officers Association. GFOA enhances and promotes the professional management of governments for the public benefit by identifying and developing financial policies and practices and promoting them through education, training and leadership.

SACOG Calendar of Events

SACOG committees meet on a regular basis each month based on the following schedule:

Transportation Committee,
First Thursday of the month at 10 a.m.

Climate and Air Quality Committee,
First Thursday of the month at 1 p.m.

Land Use and Housing Committee,
First Thursday after the first Monday of the month at 10 a.m.

Government Relations and Public Affairs Committee,
First Thursday after the first Monday of the month at 1 p.m.

Board of Directors Meeting
Third Thursday of the month at 9 a.m.

SACOG committee, advisory and board meetings are open to the public. Citizens are encouraged to attend. For more information or directions, please call (916) 321-9000 or visit the calendar and agendas at www.sacog.org.

Dates, times and locations are subject to change. Agendas are posted online and are in both HTML and PDF formats ready for download, viewing or printing.

Agenda Notification

Interested persons can receive free email notification of SACOG meetings and a link to the meeting agenda. Go to www.sacog.org, click on Calendar & Agendas and use the link there to request the meeting notification and a copy of the agenda. For those without internet access, the information is also available by calling (916) 321-9000.

Board Actions and Audio

As a service to the community, SACOG publishes a list of all board actions taken as an annotated agenda. These are posted on the calendar section of the SACOG website a few days following the board meeting. Audio of board meetings are also made available within 10 days of the board meeting as either a downloadable MP3 file or in podcast format. The digital recordings are available at www.sacog.org/communications/audio.

Environmental Commitment

SACOG is committed to continually reducing our impact on the environment through the way we manage the agency. This includes reducing the printing of materials when possible, and using only 100 percent soy-based inks and recycled papers for all print projects. The paper used in the *Regional Report* (and the recently printed MTP2035) is 50 percent recycled, with a post-consumer waste content of at least 30 percent.



50% recycled
contains 30%
post-consumer fiber



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